Research Report

Newspaper Advertising Bureau, Inc. 1180 Avenue of the Americas, New York, New York 10036

Frequent Fliers and Airline Ads

This study is one of a series of marketing research reports prepared by the Newspaper Advertising Bureau, Inc., as a service to the newspaper business and its advertisers. These reports form the basis of recommendations for the efficient use of the newspaper medium to meet the specific marketing needs of individual companies.

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INTRODUCTION

The passage of the 1978 Airline Deregulation Act was accompanied by major changes in the airline industry and consequently in the direction of its marketing efforts. A rapid increase in the number of regional carriers offering markedly lower fares led to increasing reliance on promotional marketing strategies, and these promotional campaigns have been effective. However, as airlines began to distinguish themselves more on the basis of cut rates and bonus offers, image advertising became less visible.

The importance of both image and promotional advertising is particularly relevant when directing appeals to the frequent air traveler. Although constituting a small proportion of fliers, these individuals represent a critical market segment. They account for a disproportionately greater number of flights and generate a large proportion of airlines' revenues.

It is the purpose of this study to examine frequent fliers' perceptions of newspaper airline advertisements and the impact those ads might have on possible changes in the decision of what airline to fly. Specifically, it will attempt to determine:

1. whether newspapers are an effective means of reaching frequent fliers
2. whether image campaigns can be successfully implemented in newspapers
3. how image ads compare to promotional advertisements

Long ago newspapers were the mainstay of many high-status-products' advertising campaigns. Lincoln Continental used newspapers for its image advertising in the 1940's, for example. Can newspapers do the same thing in

an era of television--and for airlines? Certainly such an idea flies in the face of accepted practices.

To demonstrate such a phenomenon, should it exist, The Newspaper Advertising Bureau stacked the deck against itself in this study.

The study design began with the requirement that the sample be composed of frequent fliers since they are such an important part of the airlines business. They are also likely to be jaded, when it comes to advertising. There are proportionately few such people in the population at large so it was decided to go where they are: in the airports. Airports are hardly the place for a relaxed interview in a normal newspaper reading environment.

Furthermore, airline customers, ideally, should be asked about ads for destinations to which they are traveling so that they have a better chance of reacting as they might react in a normal situation. The design called for interviewing ticketed customers in the gate waiting areas with ads for the customers' destinations as they waited to board.

Doing interviewing under those circumstances is difficult at best (reducing the quality of the information)--carrying around full-size newspaper pages makes it even worse. Therefore the research design called for 8½" x 11" reproductions of the newspaper ads. This inevitably penalizes long-copy ads and many of the image ads are likely to be long-copy ads. So be it.

Ideally, the test should be based on actual ads, not of psuedo-ads created by those outside airline advertising circles. That also poses something of a problem because few airlines currently use newspapers for image advertising. Inevitably, also, those ads will not be absolutely current since a backlog of papers would have to be searched for image ads that meet the criteria.

Another difficulty: particularly in a product field involving large sums of money where there are significant differences in price from vendor to vendor, many a "reasonable" purchaser feels constrained to consider only serious reasons for the purchase. Promotion ads give the customer "serious" reasons--price, destination, schedule, etc. But image ads are just that --ethereal, by nature. Thus indirect measures are more appropriate for image ads than are direct measures such as: would you fly this airline? However, the direct measures are much more likely to prove convincing--if anything will--than the "softer" measures like: how do you feel about flying this airline? Accordingly, the design called for "hard" direct measures, even though they would penalize image ads.

It is unlikely, given this design and the difficulties inherent in the design, that image ads would survive. On the other hand, if they were to come out even close to the effect of promotion ads--which are known to fill seats efficiently--then there is a good chance they could be effective advertising.

II. STUDY DESIGN

Interviews were conducted with a sample of 604 frequent air travelers in New York, Chicago and Los Angeles during February 1984. For the purpose of this study, frequent fliers were defined as individuals who had made 6 or more round trip flights during the past 12 months.

Ticketed passengers were intercepted in the waiting areas of La Guardia Airport in New York, O'Hare Airport in Chicago and Long Beach Airport in Los Angeles. All New York passengers were enroute to Florida; all Chicago passengers, to New York; and all Los Angeles passengers to Chicago. The airlines represented (Pan American, Capitol and Jet America) were limited to those few that had agreed to participate, but additional respondents booked on other carriers (TWA, Eastern, United and American) were also sampled to test the representativeness of our original sample. These additional fliers differed neither in demographic and travel characteristics, nor in their reactions to the ads, from the original pool of respondents.

In each airport, respondents were shown two airline ads that had run previously in a local newspaper and were for flights to their destinations. Fifty respondents were asked questions based on a comparison of 2 promotional ads, 50 were questioned on comparisons of 2 image ads.* The remaining 4 groups of 25 respondents each were asked about different combinations of each of the image ads with each of the promotional ads.

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* Promotional ads mention factors such as price, schedule, origin/destination while image themes convey a sense of the airline's "personality." There is a discussion later of the validity of the characterization of some ads as promotional and others as image.

Within each group, the order of the ads was alternated--half received ad A first; half B first. Thus each promotional ad received 125 exposures, 50 against another promotional ad and 75 against an image ad. The same was true for each image ad.

COMPARISON GROUP	New York	Chicago	Los Angeles
Promo A vs. Promo B	51	50	49
Image A vs. Image B	50	50	50
Promo B vs. Image A	23	23	26
Promo B vs. Image B	25	26	27
Promo A vs. Image B	24	24	25
Promo A vs. Image A	26	26	29
Total	(199)	(199)	(206)

Field work and tabulations for the study were carried out by Brehl & Associates (Great Neck, N.Y.) under the supervision of the Newspaper Advertising Bureau. Design, questionnaire, analysis and report writing were by Joan Lambe and B. Stuart Tolley of the Newspaper Advertising Bureau.

III. SUMMARY

On all of the three measures used in this study to determine how well newspapers serve airlines, newspapers do well:

- Over 60% of the sample report that they would have looked at the average ad, had they come upon the ad in the newspaper before they made their travel arrangements.
- Among those in the sample who were shown ads that were not for the airline they were about to board or for their favorite airline, almost four out of five (79%) said they would have chosen one of the two advertised airlines, had they come across the ad in the newspaper before they had made their travel arrangements.
- Among those in the sample who were shown ads for either their favorite airline or for the airline they were about to board, most (about 60%) said they would have chosen that airline, had they come across the ad in the paper before making their travel arrangements. However, even among these people, about a quarter said they would have chosen a competing airline instead of their own.

Since prices and schedules play such major roles in selecting an airline, it is not a surprise that when image ads were placed next to promotional ads before the fliers, the promotional ads won out. The passengers were more likely to report that the promotional ads would have been looked at, chosen, and that their main themes were interesting as compared to the image ads for the same destinations. Such paired or dyadic comparisons are appropriate for determining if there is a difference--particularly with measures like

these which ask the respondent to choose one (or both) instead of using a scale--but less useful for determining the magnitude of the difference.

When one uses a measure appropriate to determining the extent of the difference, it turns out that the difference on these three measures is about 10% to 15% but when one looks at how well the ads hold on to present customers and how well the ads gain new customers, there is almost no difference at all between the image and the promotional ads. The measure appropriate is the comparison based on a kind of monadic presentation: some people shown only one kind of ad--promotional ads--and others shown only another kind of ad--image ads. Reactions to the image ads are then compared to reactions to the promotional ads.

- For the measure, would have chosen the airline, the difference is six percentage points.
- For the measure, would have looked at the average ad, the difference is nine percentage points.
- For the measure, main theme interesting, the difference in average scores is sixteen percent.
- When one looks at the ranking of the individual ads on these three measures, some of the image ads score higher than some of the promotional ads.
- Among respondents shown promotional ads for their favorite airline, 65% stayed loyal; among respondents shown image ads for their favorite airline, 62% stayed loyal--that's three percentage points difference in implementing a defensive marketing strategy.
- Among respondents shown promotional ads for airlines not their favorites, 80% said they would have chosen one of the two advertised airlines; among respondents shown comparable image ads or an average of

40% for each ad. However, 78% said they would have chosen one of the two advertised airlines, or an average of 39% for each ad. That is a difference of one percentage point period in gaining new customers.

Three out of four of the fliers had read a daily newspaper on all the last five weekdays and about half (48%) found newspapers at least somewhat valuable as a source of information on airline prices.

IV. RESULTS

A. Profile of Sample

Consistent with previous research, our study shows frequent fliers to be a fairly homogeneous group. They are predominantly male (83%) and of relatively high socioeconomic status; 89% had annual household incomes of $25,000 or more and over half had at least $50,000 yearly. Fully three fourths were college graduates and one in three had had some post-graduate education. The majority of respondents held full-time professional/ managerial positions. As is typical of frequent air travelers, they were also somewhat older than the general population (median age was 43 years).

There were some slight differences among passengers intercepted at the different airports. Our New York sample was slightly older--fully 15% of these passengers were retired. It also contained a higher proportion of women. These differences, however, reflect the fact that all New York passengers were bound for Florida, and are probably more representative of the vacation traveler.

B. Flight Experience

The passengers we spoke with averaged 18 round trip flights during the past year, although as many as 20% had flown 25 times or more. Business was cited as the primary reason for more than three fourths of all trips taken, although the three cities varied somewhat in this respect. On the average, New York passengers took slightly fewer total trips (16), and a greater proportion of these were for pleasure. Passengers in Los Angeles averaged the greatest number of total as well as business trips.

Though still frequent fliers, passengers who flew mainly for pleasure made fewer flights during the past year than did those flying for business reasons. Their demographic characteristics also suggest a different type of traveler. Whereas the majority of business fliers were men, women were equally represented among these flying mainly for pleasure. These fliers also tended to be somewhat older, less well educated and earning lower incomes than business passengers. However, these differences are relative, and the demographic profile of the frequent pleasure traveler portrays a group that is still upscale with respect to the general population.

On the whole, these fliers have a broad range of experience from which to draw in planning their travel arrangements. Given the frequency with which they fly, it is not surprising that one out of three passengers belonged to an airline club and almost half were participants in some kind of bonus program. Not only do they fly frequently, but only one out of four passengers reported that more than half of all flights made during the past year were to the same destination--apparently most fly to different locations during the year. Since a good part of their travel is not routine, there is a strong probability that the factors affecting travel preparation also vary. This, in combination with the fact that more than half the passengers we spoke with said they made their own travel arrangements, suggests it would be profitable for airlines to reach these fliers and provide them with the information they need at the time their flight decisions are made.

C. Are Newspaper Ads Effective?

1. Probable Ad Noting

Research has shown[1] that passengers do perceive differences among airlines and that most believe those differences are worth shopping around for. Thus there is a strong incentive for fliers to pay attention to advertising. Therefore it is not surprising that when asked: If you had come across these ads in the paper before you decided to go on your trip, which of these ads would you have looked at? five out of six of the passengers reported they would have looked at at least one ad and more than a third both ads. This measure might be called "probable ad noting" to distinguish it from "ad noting" which occurs when a respondent reports his or her previous behavior.

Over 60% of the respondents say that they would have looked at the average ad had they come across it in the paper.

There are several ways to try to put this into context. For quarter page newspaper airline ads, there is a norm of about 39% for reported reading,[2] when the ad has actually run in the newspaper. However, this refers to all newspaper readers, not just frequent fliers. Studies have shown that good prospects are much more likely to report reading ads than are those who are not good prospects[3]--depending on the definition of prospects, perhaps twice as likely. When it comes to interest, those who are the best customers are almost nine times as likely to report interest in

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[1] Among others, see "Air Travel Study", Newspaper Advertising Study, 1981.

[2] Norms for the Readership of National Ads. (Newspaper Advertising Bureau, 1972)

[3] Prospects Before Us. (NAB, 1963)

ads for a product category than are the worst prospects (93% vs. 11%).[4] Within this context, 60% seems about right.

The likelihood of ad noting is also influenced by the circumstances and purpose of travel. Heavy fliers, most of whom are frequent business travelers, and those who travel mainly to the same destination, were less likely to report probable noting of both ads. So too were those fliers whose travel arrangements were made by a secretary, company travel officer or travel agent. All these passengers showed a tendency to be both selective in their probable ad noting (would have looked at only one ad) or indifferent to the ads altogether. This appears to be a reflection of their greater travel experience. Yet even among respondents who do not make their own travel plans, almost half said they would have looked at at least one of the ads they were shown. This is important since these preferences are often communicated to those who are responsible for these arrangements.[5]

In contrast, less frequent fliers, those whose travel takes them to a variety of destinations, and fliers who make their own travel plans are more likely to say they would have taken note of both ads. For these fliers, an informative ad would seem to be especially valuable.

Another facet of the relationship between frequency of flying and likelihood of reading is seen in the wide variation in probable ad noting by demographic characteristics. Among women, those relatively less educated, and lower income respondents a larger proportion said they would have paid attention to the ads in general and were more likely to mention probably noting both ads than were men, the better educated and upper income fliers. Yet when demographics are controlled, it is still the circumstances and

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[4] How Newspaper Ads Select Customers. (NAB, 1979)
[5] Business Air Travel. (Newspaper Advertising Bureau, 1975)

purpose of travel (business or pleasure) that exert the strongest influence on ad responsiveness.

2. Choice of Airline

Although passengers do express preferences among airlines (95% specified an airline they would prefer to fly if price, scheduling and destination were held constant) that preference is not equal to strong loyalty. Switching does occur.

Of course, at any given time, choice of airline may be influenced by price, scheduling, prior personal experience and other variables. This is clearly illustrated by the finding that in each of the three cities sampled, no more than 25% of all respondents cited the airline on which they were currently booked as their first preference, provided price, scheduling and destination were held constant. Apparently the other 75% (or more, depending on the city) were flying an airline that was not their first choice and they were flying that airline because of price, scheduling, destination, etc.

However, apart from these variables, advertising can also be a factor in air travel decisions.

Each ticketed passenger making up our sample was shown two 8½" x 11" reproductions of newspaper airline ads. Both ads were for the respondent's destination. The effect of advertising is illustrated by the fact that even among fliers who happened to be shown an ad for the airline they would most prefer to fly (all other things equal), 23% reported they would have chosen the airline represented by the other ad, had they seen both ads prior to making their travel arrangements. It is a measure of loyalty that 62% said they would have chosen their favorite airline. The remaining 15% said they would choose neither.

For another group of fliers, one of the ads shown happened to be for the airline they were about to board, even though it was not their favorite airline. Of this group, about the same proportion (27%) choose the competing airline. About half said they would choose the airline they were about to board.

For all the others, the two ads shown happened to be airlines that were neither their favorite airline nor the one they were about to board. Almost eight out of ten (79%) choose one of the two instead of saying "neither" which stood for either their favorite, the airline they held tickets on or another airline. (In some cases, of course, their favorite airline did not fly to their destination.)

It is a truism in market research and especially in research on new products that what people say they might do in the future or might have done in the past, had circumstances been different, must be taken with more than a grain of salt.

However, at the least, we can conclude that frequent fliers are very likely to say they would have looked at at least one of the test ads and a rather surprising proportion of them said they would have chosen one of the advertised airlines over their favorite airline or over the airline on which they held tickets. The proviso here is that they would have come across the test ads in their newspapers before making their travel arrangements.

D. How Do Image Ads Compare to Promotional Ads?

It is widely accepted in market research that the sharpest distinctions can be made by respondents who are asked to compare two products or slogans or ads when they are placed side by side. If the two are actually different

then this procedure will illuminate or even magnify those differences. Often the comparison is not what would happen in the normal course of events so the procedure is used to determine if there are differences, rather than to quantify the amount of the difference. This is particularly true when respondents must choose one of the two (rather than rating each). This can result in a large majority of a sample choosing one when the difference between the two is quite small.

Initially we had classified the ads as either promotional or image. To check the validity of our classification, we looked at the answers fliers gave to the question: As you see it, what is the main idea this ad is communicating? Their responses support our classification. All but one of the promotional ads were viewed as concerned primarily with price and/or flight schedules (the exception was Jet America), while the main focus of the image ads was perceived as emphasizing good service, a comfortable flight and pleasant employees.

As was expected, in general, promotion ads did better than image ads on every measure used. When the respondent was shown both an image ad and a promotion ad--the circumstances in which a comparison can be made--the average respondent chose the promotion ad as the one he or she would look at; would have switched to had he or she seen the ads before travel arrangements were made; and considered the promotional ad the one with the more interesting main theme. In general, the reasons for these choices were either price or details about schedules/destinations. Generally the promotion ads were simpler (a high price and an illustration), which may be a benefit by itself but also was easier to see in the 8½ x 11 reproduction.

Also as was expected, those frequent fliers who were flying for pleasure were more likely to choose the promotional ads--pleasure fliers

spend their own money, not the company's and they are somewhat less concerned with arriving at their destination on time and prepared for business.

This is not to say that none of the image ads did well. There were 36 possible comparisons (three cities with four comparisons in each city and three measures used for each comparison). Of the 36, in 6 the image ad did either as well as or better than the promotion ad.

E. Can Newspaper Airline Image Ads be Effective?

Having determined that there is a difference between image and promotional ads, we can go on to trying to find the magnitude of the difference. It is widely accepted in market research that for this purpose, "monadic" procedures are the best choice. That is, you show one alternative to some respondents and measure reactions and then you show the other alternative to other respondents. The comparison is between the two groups, each exposed to a different alternative. In this case we are using image ads as one alternative and promotional ads as the other alternative. Thus we can look at the group who were exposed to two image ads compared to the group exposed to the two promotional ads.

Let us begin with the worst case. Clearly image ads do not perform, on a head-to-head comparison, as well as promotional ads. One might assume, as a starting position, that they are about the same as no advertising.

If that were to be so then, when frequent fliers are faced with two image ads, they could be expected to say generally, they would not choose either. Similarly, they could be expected to say, generally, that they

would not look at either and that they would not find the main themes interesting.

Of course, we also have a comparison possible: those frequent fliers who were shown two promotional ads. In general, we might expect them to say they would have chosen either airline or the other had they come across the ads prior to making travel arrangements. We might expect them to say they would have looked at at least one of the ads. We might expect them to say the main themes would be interesting.

What do the data show?

In fact, there is not very much difference between the two kinds of ads when looked at in this way. On the average, the promotional ads score better, but not by much. And when you look at individual ads on individual measures, some of the image ads do better than some of the promotional ads.

For instance, of the 150 frequent fliers who had been shown two image ads, 23% said they would have chosen neither had they seen both ads prior to making their travel arrangements. But of the 148 frequent fliers who had been shown two promotional ads (and gave an answer), 17% said they would choose neither. (For this sample size, this difference is not statistically significant.) The difference between those two percentages--six percentage points--represents a spread in the population, as can be estimated from a sample of this size, of between zero and twelve percentage points. In other words, the average image ad might be no different from the average promotional ad or it might be as much as twelve percentage points less. However, when one looks at the scores each ad received, it turns out that two ads tied for the highest score: one was a promotional ad and the other was an image ad. Second highest (and only two percentage points less) was an image ad. Tied for fourth and fifth positions were an image and a promotional ad.

In other words, of the five highest scoring ads, three were image and two were promotional. Twelve ads were used, in all; six promotional ads and six image ads--two of each in each city.

The other two measures are a little less extreme. When asked whether he or she would have looked at the ad, the average frequent flier who had been shown two image ads was a little less likely to say yes than was the average frequent flier shown two promotional ads. The figure for the average image ad is 58% and the average promotional ad is 67%. (For this sample size, the difference is not statistically significant.) The nine percentage points of that difference can be estimated to stand for a spread, in the population, of between three percentage points and sixteen percentage points. The three highest scoring ads are promotional ads; but the next three are image ads.

It is somewhat harder to characterize degree of interest in main theme. On a scale of from one to four (with four being the most interesting; "very interesting") the average promotional ad scored 2.81 or close to "somewhat interesting" (among those who said they would look at the ad) while the average image ad scored 2.43. Although this difference is statistically significant, the difference is 16% and the spread within the population is between 7% and 24%. That is, the average promotional ad can be considered to score someplace between 7% and 24% above the average image ad . Here, too, the top three scoring ads were promotional ads but the next two were image ads and the sixth and seventh were tied--an image and a promotional ad. As with the other measures, some image ads did better than some promotional ads.

Clearly the worst case is not true. For each measure, some image ads do better than some promotional ads.

One can also re-arrange the data so that it is possible to answer other marketing questions like: how well will image ads defend a carrier's current franchise--keeping the customers it now has? And: how well will image ads work to increase the number of new customers? In both cases, compared to a known quantity: promotional ads.

Some of those shown the two image ads also happened to report that one of the airlines was the frequent flier's favorite airline. Of that group, 62% "stayed loyal"--said they would have chosen their favorite airline had they seen both ads prior to making travel arrangements. The remainder said they either would have chosen the other airline or neither.

This 62% should be compared to the proportion of the comparable group who had been shown two promotional ads. Of that other group, (shown promotional ads) 65% said they would have "stayed loyal". These two percentages are almost close enough to demonstrate statistical as well as practical identity.

This means that the image ads did almost as well as the promotional ads in defending the carriers franchise by keeping present customers loyal.

The image ads also did almost as well as the promotional ads in implementing an aggressive strategy by gaining new customers. Among those who were shown two image ads and whose favorite airline was not either of those shown in the ads, 78% said they would have chosen either one or the other of the two airlines represented. By comparison, among those who were shown two promotional ads, 80% said they would have chosen either one or the other airline.

In other words the average image ad would have been chosen by 39% (78% is the total for two ads so 78% divided by two, or 39%, would be the average for one ad) while the average promotional ad would have been chosen by 40%.

One can conclude from these comparisons that for most of the measures used in this study, the image ads shown averaged about ten to fifteen percent lower than the promotional ads shown. For the most central measures of holding on to present customers and seeking new customers, there was hardly any difference between these image ads and these promotional ads.

Since, in the marketplace, promotional ads fill seats (find new customers) it looks like most image ads would be about as effective--although perhaps not in exactly the same way.

F. Qualitative Reactions to the Ads

The interview provided respondents with several opportunities to express themselves in their own words. We asked them why they would have chosen one airline over another and what it was they liked and disliked about the ads.

Although the answers are about what one would expect, they have a vigor that is lost in numbers. A sizable minority of fliers say they would choose the airline because of previous experience or good reputation--for both the promotional ads and the image ads. After that, however, those who explained their choice of promotional ads pointed to the lower prices and the ease of seeing those prices in the ad. The telegraph headlines and the single point of many of these ads had their effects. The same thing went for the schedules. On the other hand, those who explained their reasons for choosing an image ad referred to the good feelings they had when looking at the friendly people in the ads; the personal touch.

For instance, among the references to the promotional ads were:

"It's very specific. It tells exactly what the departure times are."

"The message is simple. Ad is simple. Only one message and says it simply."

References to the image ads included:

"Gives you the impression of cheerful service people. The group looks like a happy group so maybe you'd get better service."

"All the smiling faces and the people makes me think it's an airline going out of their way to help you."

"The people are bright and smiling. They look friendly."

However, sometimes the warmth doesn't quite come across, at least to some fliers:

"It tells you nothing specific about the airline and makes a claim about cheerfulness. I've flown it and not found them cheerful."

"(Don't like) the smiling people. It's kind of false looking."

Even simplicity has its detractors:

"It tells me absolutely nothing I want to know. I read fine print. I don't like cutesy ads."

Two of the ads had negatives, for some fliers. The strategy in a Delta ad was to caution readers about cut-rate competitors. While many felt that was useful and interesting, about 10% of the passengers did not understand the main theme of the ad. The Midway ad had a picture of two businessmen. A small proportion of the fliers felt that the models did not look like the kind of businessmen they would like to know. A few women raised the sexist issue. The conclusion from both ads is that additional pre-testing would be useful, if only to identify possible negatives.

Sometimes it is interesting to consider the reactions of individual fliers. Those reactions are only anecdotal, of course, but they help to make the abstractions from the numbers more concrete.

One professional or manager in his fifties, with a household income over $50,000 who reports making 30 round trips by air in the last year and who prefers Delta was shown the two image ads, Delta and Republic. He said he would have preferred the Delta, had he seen both before making his travel arrangements (and he makes his own.) (Thus the Delta ad succeeded in its defensive role.) He said the Delta talks about cut-rate flights and everyone is interested in that. (The ad presents an argument to counter cut-rate flights.) "The ad even gives you telephone numbers to call for more information." By contrast, he said he wouldn't have even looked at the Republic ad and that the Republic ad "doesn't tell me anything" "We assume all airline people are nice". (The Republic ad shows its friendly employees.) Despite all this, when asked what there was, if anything, about the Republic ad, he said, "They look like nice people. Friendly and courteous." The fact is he also reads the newspaper five days out of five. Now the average person opens 77% of the pages. So, like it or not, the chances are high that he would have been face to face with the Republic ad, had it run in his paper. While he says he would not have read it, he did like the people in the illustration and he would have seen that illustration.

Another professional or manager with a household income over $50,000, who had education beyond a Bachelor's degree and was in his early forties and flew 12 round-trips by air last year, preferred Luftshansa. He makes his own travel arrangements. When shown the same two image ads, he said he would have chosen the Republic ad "because of the people. That is what it is all about. They care about you in flight." "The people in the ad make

the whole thing. The smiling faces draw you right into the ad." On the other hand, his comment about the Delta ad--and remember this is a man with an advanced degree--is that "I don't get the main idea." Then in response to another question, he said, "It says nothing of interest to me. I don't like anything about it." He, too, reports he would have looked at only one of the two ads--the Republic--and yet he, too, reads the paper five days out of five and had the Delta ad run in his paper, the chances are high that he would have seen it. He might not have read it.

A woman in her early thirties, also with a household income over $50,000, who flew 24 business round-trips last year named her favorite airline as Jet America. She's a college graduate and a professional or manager. She was shown two promotional ads, Jet America and Northwest. When asked which of these two she would have looked at before deciding to go on her trip, she said the Northwest ad..."I look at the price. I zero in on the price and then really look at it--to see if the prices are any different." However, as she talks about it more, she realized that the ad does not state where it leaves from and since she is not from the Los Angeles area, that is important. She ends up saying, "There's nothing creative about it. It looks like any other ad." Yet, despite her interest in price and that she says she would not look at the Jet America ad, she also said that she would have chosen the Jet America ad because..."It looks interesting. It looks like Santa Claus. What is he doing with an airline? What is he trying to sell?" Then she ends up saying, "It's got to be good if someone like Santa Claus is taking it. He travels a lot."

But people see different things in ads. A male college graduate in his early forties with a household income over $50,000 who makes his own travel arrangements and made 25 round-trips by air last year prefers United. He

too would only have looked at the Northwest ad and yet says he would have chosen Jet America had he come across both ads before making his travel arrangements. He explains his choice by saying what he liked about the Northwest ad was that "they have low air fares." "The air fare prices jump out at you. I'd be conscious of those prices over anything else." In his view, the main point of the ad is that..."they have special fares as a way of saving you money".

However, he said he would have chosen Jet America and his reason is that..."It shows someone relaxing in a plane and I recognize the name: Jet America." In fact, there is an illustration showing Santa's boots, legs, torso, and glasses but not his face. The headline says: Yule love Jet America. The frequent flier explains what he likes about the ad: "The comfort of the passengers. Someone's enjoying the flight. It's clear what the prices would be between Chicago and Long Beach--it's very simple." And the main point of the Jet America ad is..."The low fare from Chicago to Long Beach and other cities." Promotional ads have their audiences.

Newspaper Readership

The demographic profile of the frequent air traveler is also consistent with that of the frequent newspaper reader. Three out of four of the fliers in our sample had read or looked at a paper on all of the past five weekdays and more than 80% had read a paper on at least three. On an average day newspapers reach 75% of all heavy business travelers.[6]

Respondents considered newspaper airline advertisements most valuable as a source of information on prices; 48% of all fliers found ads at least

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[6]SMRB, "Study of Media and Markets" 1983.

somewhat useful and 18% very useful in this area. Among pleasure travelers, almost one third found ads a very valuable source of price information. Since price is a major consideration among these fliers, this is particularly important.

Ads in general were considered less helpful when it came to providing information about flight schedules and quality of service. However, this also is a reflection of the relative lack of this type of advertising currently being done in newspapers.

APPENDIX

TABLES

ADVERTISEMENTS

QUESTIONNAIRE

SAMPLE DEMOGRAPHICS
BY CITY

Base	Total (604)	New York (199)	Chicago (199)	Los Angeles (206)
By age				
Less than 35	23%	21%	22%	26%
35 - 44	32	29	37	31
45 - 54	25	24	25	27
55 & Older	20	26	16	16
By Education				
HS or Less	8	11	6	7
Some College	12	14	12	13
College Graduate	42	33	45	46
Beyond College	38	42	37	34
By Employment Status				
Employed Full Time	87	78	91	92
Employed Part Time	4	7	3	2
Not Employed	9	15	6	6
By Occupation*				
Professional/Manager	91	89	91	92
Clerical/Sales	7	10	5	5
Craftsmen/Foremen	1	1	1	1
Other	1	-	3	2

* Based on those employed

Cont'd....

SAMPLE DEMOGRAPHICS
BY CITY

		Total	New York	Chicago	Los Angeles
Base		(604)	(199)	(199)	(206)
By Sex					
Male		83%	79%	86%	85%
Female		17	21	14	15
By Income					
Less than	$25,000	4	4	2	6
Greater than	$25,000 (NET)	89	82	92	92
	$25 - 34,999	6	8	4	6
	$35 - 49,999	23	17	31	20
	$50,000 +	58	54	57	65
	Unspecified	2	3	-	1
Not Reported		7	14	6	2

FLIGHT EXPERIENCE

	Total	New York	Chicago	Los Angeles
Average Number Flights:				
Total	18.1	15.7	18.5	20.0
Business	14.9	11.1	15.8	17.8
Main Purpose of Majority of Flights				
Mainly Business	73%	56%	77%	85%
Mainly Pleasure	17	27	15	10
Combination	5	11	4	1
No Single Type Predominates	5	6	4	4
Proportion of Flights to Same Destination				
Almost All	10	10	9	12
More Than Half	14	16	9	17
About Half	24	27	22	22
About a Third	28	23	32	29
Hardly Any	24	24	28	20
Flight Arrangements Generally Made By				
Respondent	52	43	65	48
Secretary	14	15	11	18
Company Travel Officer	19	20	17	18
Travel Agent (other)	10	14	5	11
No Business Trips	5	8	2	5
Belong to Any Airline Clubs	30	27	32	30
Belong to Any Bonus Programs	47	39	46	56

RESPONDENT DEMOGRAPHIC CHARACTERISTICS BY
MAIN TYPE OF TRAVEL

	Mainly Business	Mainly Pleasure
By Sex		
Men	91%	49%
Women	9	51
By Age		
18 - 34	22	24
35 - 44	37	16
45 - 54	27	22
55 - 64	12	21
65 +	2	17
By Education		
Some College or Less	14	42
College Graduate	46	29
Beyond College	40	29
By Income		
Less than $35,000	7	15
$35 - 49,999	24	27
$50,000 +	62	48
Unspecified ($25,000 +)	1	3
Not Reported	6	7
BASE	(441)	(102)

PROBABLE AD NOTING BY DEMOGRAPHICS

		Would Have Looked At			
	BASE	One Ad	Both Ads	Neither	Average Ad
Total	(604)	45%	39%	16%	61%
By Sex					
Men	(503)	42	39	19	60
Women	(101)	53	42	5	68
By Age					
18 - 34	(139)	47	38	15	61
35 - 44	(196)	47	36	17	59
45 - 54	(153)	40	43	17	63
55 - 64	(83)	42	41	17	62
65 +	(33)	43	42	15	63
By Education					
Some College or Less	(126)	35	48	17	65
College Graduate	(251)	49	36	15	60
Beyond College	(227)	46	37	17	60
By Income					
Less than $35,000	(59)	45	48	7	70
$35 - 49,999	(137)	42	41	17	62
$50,000 +	(355)	46	37	17	60

PROBABLE AD NOTING BY
SELECTED TRAVEL CHARACTERISTICS

		Would Have Looked At			
	BASE	One Ad	Both Ads	Neither Ad	Average Ad
Total	(604)	45%	39%	16%	61%
By Number of Flights					
Less than 15	(380)	41	45	14	65
15 or More	(224)	50	30	20	55
By Who Makes Arrangements					
Self	(312)	40	44	16	64
Secretary/Travel Officer	(201)	47	34	19	57
By Main Reason for Trip					
Mainly Business	(441)	44	37	19	59
Mainly Pleasure	(102)	42	50	8	71
By Proportion of Flights to Same Destination					
Almost All	(63)	48	33	19	57
Hardly Any	(144)	38	43	19	62
By Membership in Bonus Program					
Member	(285)	51	32	17	57

AIRLINE WOULD HAVE CHOSEN

Respondents who were shown an ad for their favorite airline		Respondents who were shown an ad for the airline they were about to board -- but not their favorite		Respondents who were shown ads neither for airline boarding nor favorite	
Remained Loyal	62%	Remained Loyal	52%	Chose One Or Chose the other	79%
Chose Competing Airline	23	Chose Competing Airline	27		
Chose Neither	15	Chose Neither	21	Chose Neither	21
	100%		100%		100%
Base	(149)		(161)		(294)

Question: If you had been looking through the paper and came across both of these two ads before you had made your travel arrangements, which of these two airlines would you have chosen?

If all airlines were going to your destination at the same time, and at the same price, which airline would you prefer to fly? (Used to identify favorite airline.)

COMPARISON OF IMAGE/PROMOTIONAL ADS ON
PROBABLE AD NOTING, INTEREST & CHOICE OF AIRLINE
(Among Those Exposed to One Image Ad and One Promotional Ad)

	Promotional Ad Only	Image Ad Only	Both	Neither	Base
% Would have looked at	40%	7%	37%	16%	(304)

	Promotional Ad	Image Ad	Neither	No Answer	Base
% Would have chosen	62%	17%	20%	1%	(304)

	Promotional Ad	Image Ad	Base
% Found Main Theme Very Interesting	46%	15%	(304)

WOULD HAVE CHOSEN AIRLINE
(Among Respondents Exposed To Either
Two Promotional Ads Or Two Image Ads)

	Shown only Promotional Ads	Shown only Image Ads
Would have chosen Ad A	56%	41%
Would have chosen Ad B	26	36
Neither	17	23
No answer	1	-
Base	(150)	(150)

WOULD HAVE LOOKED AT AD
(Among Respondents Exposed To Either Two Promotional Ads Or Two Image Ads)

	Shown only Promotional Ads	Shown only Image Ads
Would have looked at Ad A only	27%	27%
Would have looked at Ad B only	15	15
Would have looked at both	45	37
Would have looked at neither	13	21
Would have looked at average ad	67	58
Base	(150)	(150)

FOUND MAIN THEME INTERESTING
(Among Respondents Exposed To
Either Two Promotional Ads Or
Two Image Ads)

	Shown only Promotional Ads	Shown only Image Ads
Very Interesting (4)	32%	20%
Somewhat Interesting (3)	35	32
Not Too Interesting (2)	15	19
Not at all Interesting (1)	17	28
No answer	1	1
	100%	100%
Base (sum of evaluations of both ads)	(300)	(300)
Average	2.81	2.43

RANKING OF ADS
(Among Respondents Exposed to Either
Two Promotional Ads or Two Image Ads)

	Would have Chosen Ad	Would have Looked at Ad	Found Main Theme Interesting
Highest Score	1 } Promotional A 2 } & Image A	1 Promotional B	1 Promotional E
		2 Promotional A	2 Promotional B
	3 Image B	3 Promotional E	3 Promotional A
	4 } Promotional B 5 } & Image C	4 Image B	4 Image C
	6 Promotional C	5 Image F	5 Image B
	7 Promotional D	6 Image A	6 } Promotional C 7 } & Image A
	8 } Promotional E 9 } & Image D	7 Promotional C	8 Promotional D
	10 Image E	8 } Promotional F 9 } & Image E	9 Promotional F
	11 Promotional F	10 } Promotional D 11 } & Image C	10 Image D
	12 Image F		11 Image F
Lowest Score		12 Image D	12 Image E

DEFENSIVE MARKETING EFFECTIVENESS

(Based on respondents in each comparison group who expressed a preference for one of the airlines shown in ad)

	Exposed To Only One Type of Ad	
	PROMO	IMAGE
% Respondents Remaining Loyal to Ad of Preference	65%	62%
% Respondents Switching	22	15
% Respondents Choosing Neither	13	23
BASE	(51)	(34)

AGGRESSIVE MARKETING EFFECTIVENESS

(Based on respondents in each comparison group who expressed a preference for an airline not shown in ads)

	Exposed To Only One Type of Ad	
	PROMO	IMAGE
% Respondents Who Would Have Chosen An Ad in the Comparison Group	80%	78%
% Respondents Who Would Have Chosen Neither	20	22
BASE	(99)	(116)

REASONS FOR CHOOSING AIRLINE
(Among Respondents Exposed to Either
Two Image Ads or Two Promotional Ads)

	Chose Image Ad	Chose Promotional Ad
Advantages (NET)	33%	20%
Low Fare/Discount/Coupon	5	10
Departs from Convenient Airport/ Terminal	13	3
Good Service/Personnel	8	-
Flies to Destination	4	1
Other	5	6
Personal Experience (NET)	33	29
Reliable/Good/Dependable Airline	10	18
Dislike-Not Familiar with Other Carrier	12	7
Satisfied with Service	8	10
Belong to Bonus Program	3	4
Satisfied with Prices	1	2
Easy to Read (NET)	3	48
Prices Clear-Stand Out	-	22
Not Wordy/Straightforward	3	15
Schedules Clear-Stand Out	-	12
Destination Clear-Stands Out	-	5
Other	1	1
Informative (NET)	9	-
Gives Prices	9	-
Gives Flight Schedules	-	-
Gives Destinations	1	-
Gives Restrictions	-	-
Psychological Appeal (NET)	30	7
Like Happy People	23	-
Shows People/More Personal	7	-
Other	-	7
Other (NET)	6	11
BASE = Respondents Who Would Have Chosen Airline In One of Ads	(116)	(123)

VALUE OF NEWSPAPER ADS IN OBTAINING
SPECIFIC TRAVEL INFORMATION

	Total	Number of Flights		Purpose of Flights		Reading Frequency	
		Less than 15	15 +	Business	Pleasure	Infreq.	Freq.
BASE	(604)	(380)	(224)	(441)	(102)	(137)	(467)
Price							
Very Useful	18%	20%	14%	14%	32%	12%	20%
Somewhat Useful	30	34	23	28	31	29	30
Not Too Useful	18	17	20	19	18	19	18
Not At All Useful	34	29	43	39	19	40	32
Flight Schedules							
Very Useful	8	9	7	7	11	2	10
Somewhat Useful	17	19	13	16	22	16	17
Not Too Useful	20	19	20	19	22	20	19
Not At All Useful	55	53	60	58	45	62	54
Quality of Service							
Very Useful	3	4	2	2	5	4	3
Somewhat Useful	17	17	17	17	20	14	18
Not Too Useful	25	28	20	22	30	25	25
Not At All Useful	55	51	61	59	45	57	54
	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)

"Most airline employees always seem bored. Republic's sport cheerfulness and genuine concern."

From Left: Peter James, Flight Attendant; Sherrie Overlin, Passenger Service Agent; Scott Wright, Captain; Jean Chi, Passenger Service Agent; Sue Ludwig, Flight Attendant; Hanna Chase, Passenger Service Agent; Brenda Shepherd, Flight Attendant; Lula Taggett, Ray Wright, Station Agents; Sandra Simmons, First Officer.

"Recently, the spirit and enthusiasm I found on Republic gave another routine business trip a real lift. Sue Ludwig, especially, was a shining example of what service is all about."—*Leonard L. Lyons, Long Beach, California*

Kudos from passengers aren't surprising at Republic. Because we've got an airline-full of employees like flight attendant Sue Ludwig:

"I get my share of compliments, but I also hear about other Republic employees all the time. Reservationists, ticket agents, pilots, baggage handlers who've gone out of their way...not just the people you see every day, but even the people you don't see. Because whatever you do, people notice a job well done."

Perhaps that's why every year, Republic gets thousands of letters that really say the same thing: nobody serves our republic like Republic.

For information or reservations, call a travel agent, your corporate travel planner or Republic Airlines.

REPUBLIC AIRLINES

Nobody Serves Our Republic Like Republic.

BEST AVAILABLE COPY

BEST AVAILABLE COPY

ADVICE FROM DELTA:

BEFORE YOU BUY A CUT-RATE AIRLINE TICKET TO FLORIDA, FIND OUT WHAT IT REALLY COSTS!

Add up any extra charges for food, soft drinks and baggage, when you fly a cut-rate airline. (On Delta, you pay nothing extra.)

Add the extra time it takes to get your reservations and actually lay claim to a seat when you fly a cut-rate airline. (It's all so easy on Delta—especially with our advance seat selection and boarding passes.)

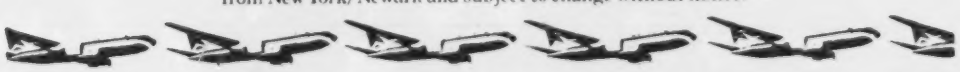
Add the extra wear and tear you suffer from the inconveniences of a corner-cutting operation and the discomforts of crowded, poorly equipped cabins.

The net of it all—

Cut-rate airlines are no bargain. Delta is. Only $119 for full service, including meals, baggage, everything.

Ft. Lauderdale. $119 from all three *Metro* airports. West Palm Beach. $119 from LaGuardia. Tampa/St. Pete. a low $114 from Newark; $119 from LaGuardia or JFK. Orlando (home of EPCOT Center/Walt Disney World). just $129 from Newark and JFK.

See your professional Travel Agent. Or call Delta in New York at (212) 239-0700, in Nassau at (516) 292-1555, in New Jersey at (201) 622-2111. All fares and schedules are from New York/Newark and subject to change without notice.



Delta is ready when you are

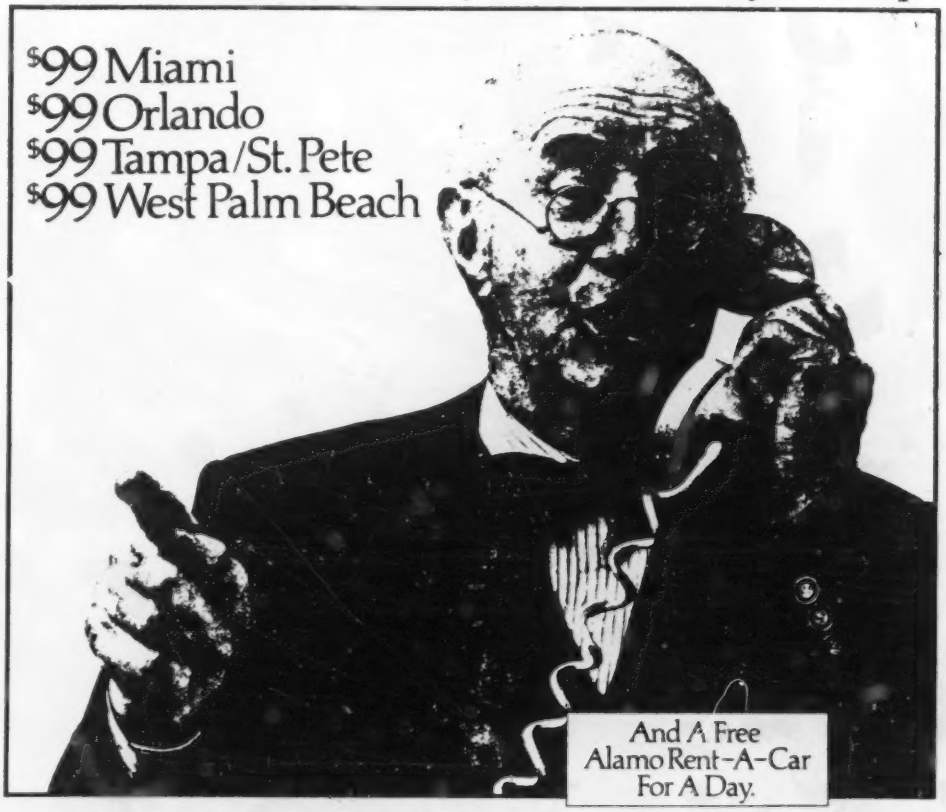
BEST AVAILABLE COPY

Starting January 5th

"Get Me On A Pan Am $99er To Florida."

No Restrictions. No Advance Purchase.
Any Seat. Any Day. On Any Of Our 13 Daily Nonstops.

$99 Miami
$99 Orlando
$99 Tampa/St. Pete
$99 West Palm Beach



And A Free Alamo Rent-A-Car For A Day.

Pan Am's Florida is the inexpensive Florida. For only $99 one way, you can fly Pan Am's internationally acclaimed Cabin Class from JFK, LaGuardia or Newark Airports.

Pan Am's $99er is good for travel from January 5th, 1984. All travel must be completed by February 9th, 1984.

And you can enjoy the luxury of Pan Am's First Class for only $20 more.

You can choose to have an Alamo® Rent-A-Car free for a day, with additional days for $8, or a special week rate of $39.

For reservations and information call your Travel Agent, Corporate Travel Department or Pan Am in New York at (212) 687-2600, in New Jersey at (201) 624-1300, in Connecticut at 1-800-223-5160. On Long Island and in Westchester call 1-800-442-5896.

Pan Am. You Can't Beat The Experience.

Effective January 5, 1984.

Fly Eastern for only

Each way in Coach. (L9)

To Miami, Ft. Lauderdale, West Palm Beach, Orlando or Tampa.

Starting January 5, 1984, through February 9, 1984, you can fly Eastern to the cities listed above for an incredible $99 each way in Coach. This fare applies to all nonstops and other selected Night Coach flights departing from New York/Newark. Although this fare doesn't go into effect for a few weeks, you should purchase your tickets now; because they're going to go fast.

There are plenty of nonstop flights to choose from, in fact, when you add them all up, nobody flies more nonstops to these destinations than Eastern.

Even at this low price, you still get Eastern's full-fare service such as One-Time Check-In℠,* Advance Seat Selection and In-Flight Movies on wide-bodied flights.** (There is a $2 charge for headsets in Coach.) And our expanded Frequent Traveler Bonus Program that allows participants to earn free, discounted or upgraded travel to places such as Europe, the Caribbean and South America on Eastern or certain other international airlines.

And there's more. Once you get to Florida, stop in at General Rent-A-Car and rent a 2-door Chevette for a week for only $45.† There are other fine GM cars available at surprisingly low rates as well.

For reservations and information, call your Accredited Travel Agent, or Eastern Airlines at 212-986-5000 in New York or 201-621-2121 in Newark. There are no advance purchase requirements and travel must be completed by February 9, 1984. Seats are limited and fares are subject to change.

*One-Time Check-In is available on domestic and selected international Eastern flights and is not available on Eastern's Air Shuttle® or the Eastern Express (La Guardia/Buffalo flights).

**Movie program and system provided by Trans Com – a unit of Sundstrand Corp.

†Gas, Collision Damage Waiver of $5.95 daily, insurance, and drop-off fees, if applicable, not included. Rental car is subcompact and is included for seven. Car offer available 1/5-2/9/84.

© 1983 Eastern Air Lines, Inc.

EASTERN

America's favorite way to fly®

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Chicago Tribune Thursday, November 3 1983 Section 2 5

84% OF FREQUENT BUSINESS TRAVELERS PREFER MIDWAY METROLINK℠ OVER ANY OTHER AIRLINE TO NEW YORK.

HERE'S WHY YOU'LL ALSO PREFER FLYING US TO NEWARK.

The offer is too good to pass up. To introduce you to our new service, just take any business associate with you the next time you fly with us to Newark and we'll fly one of you absolutely free.

And that's not even the best part of the deal. Because Midway Metrolink is the airline that, in a recent test, frequent business travelers preferred over any other airline to New York, including American, United, and TWA.

The specifics.

Thanks to bigger, wider seats, with no middle seats, 91% preferred Midway Metrolink over any other airline for comfort.

Thanks to enough room for two carry-on bags for each passenger, 59% preferred Midway Metrolink over any other airline for luggage space.

Thanks to the fact that we fly out of Midway Airport, a lot less of a hassle than O'Hare. 72% preferred Midway for airport convenience.

Thanks to the fact that we give business travelers this superior level of service and still charge less than regular coach, 84% preferred Metrolink for value.

Finally, for overall preference, 84% preferred Midway Metrolink over any other airline.

Call your travel agent, corporate travel department or Midway Metrolink at 471-4444 or 1-800-621-5536 for reservations.

Midway Metrolink℠

BETTER THAN AMERICAN, UNITED AND TWA. FOR LESS THAN REGULAR COACH FARE.

[illegible] Midway Metrolink [illegible] Chicago and [illegible] Midway Metrolink [illegible] Based on independent research [illegible] between Chicago, St. Louis and Chicago, Minneapolis/St. Paul.

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PAGE 25 CHICAGO SUN-TIMES, WEDNESDAY, JANUARY 4, 1984

Hour new LaGuardia schedule:

Starting January 9th, United will fly to LaGuardia every hour on the hour from 7:00 a.m. to 8:00 p.m.

Fourteen daily nonstops to LaGuardia And 14 nonstops returning to Chicago on the same hourly schedule.

For reservations, call your Travel Agent. Or call United at 569-3000.

7am
8am
9am
10am
11am
Noon
1pm
2pm
3pm
4pm
5pm
6pm
7pm
8pm

United

"Most airline employees always seem bored. Republic's sport cheerfulness and genuine concern."

From Left: Patsy Joiner, Flight Attendant, Shirley Overlin, Passenger Service Agent, Scott Wright, Captain, Jean Chi, Passenger Service Agent, Sue Ludwig, Flight Attendant, Hanna Chasai, Passenger Service Agent, Brenda Shepherd, Flight Attendant, Dale Daggett, Ray Wright, Station Agents, Sandra Simmons, First Officer

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Kudos from passengers aren't surprising at Republic. Because we've got an airline-full of employees like flight attendant Sue Ludwig:

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Perhaps that's why every year, Republic gets thousands of letters that really say the same thing: nobody serves our republic like Republic.

For information or reservations, call a travel agent, your corporate travel planner or Republic Airlines.

REPUBLIC AIRLINES

Nobody Serves Our Republic Like Republic.

BEST AVAILABLE COPY

BEST AVAILABLE COPY

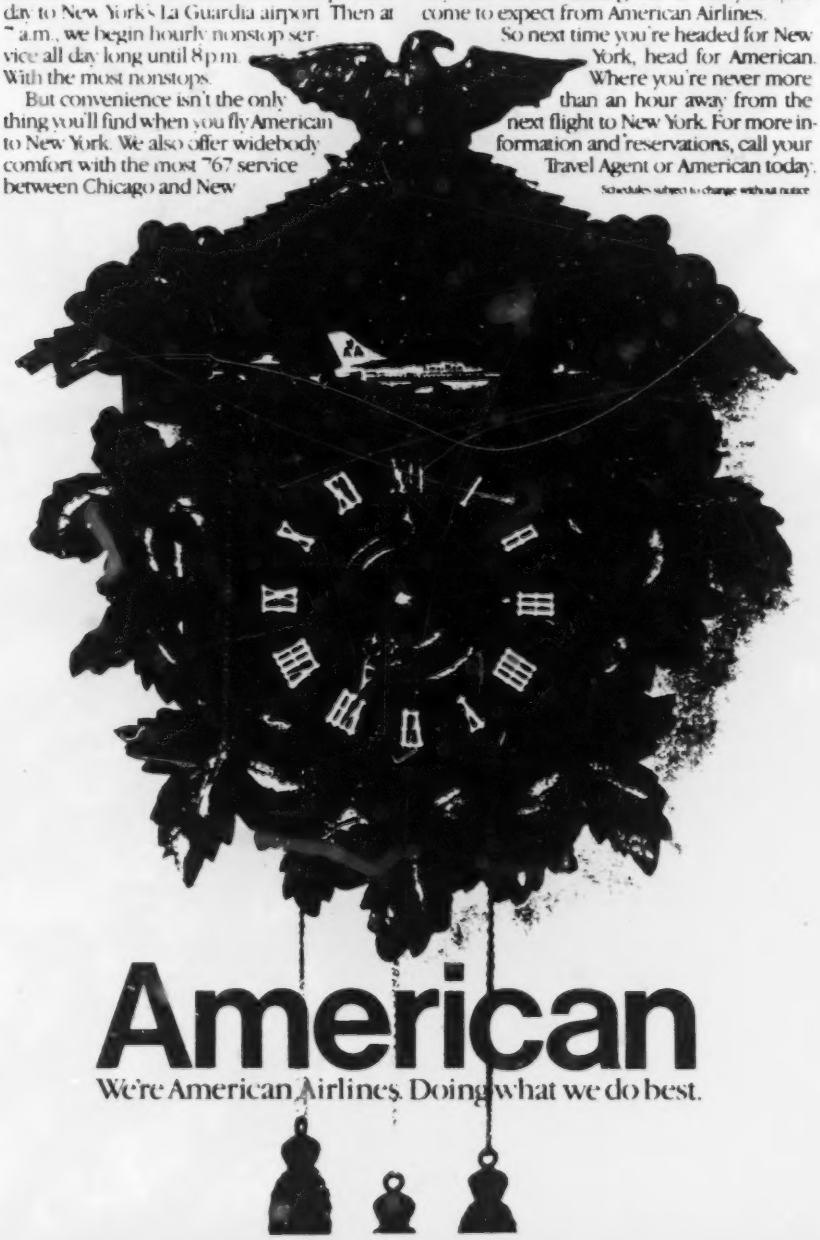
American to New York. Every hour on the hour. Just like clockwork.

Every business day at 6:15 a.m., American Airlines takes off with the first nonstop of the day to New York's La Guardia airport. Then at ~ a.m., we begin hourly nonstop service all day long until 8 p.m. With the most nonstops.

But convenience isn't the only thing you'll find when you fly American to New York. We also offer widebody comfort with the most 767 service between Chicago and New York — a total of eight flights every business day. Plus all the same great service you have come to expect from American Airlines.

So next time you're headed for New York, head for American. Where you're never more than an hour away from the next flight to New York. For more information and reservations, call your Travel Agent or American today.

Schedules subject to change without notice



American

We're American Airlines. Doing what we do best.

How to win the game at LAX.

There's a new upper-level roadway at LAX that takes you from just inside the airport entrance, straight across to the departure level of the new United terminal. Or to the United parking garage.

The United terminal is a true, two-level facility, brand-new and fully operational.

To make your comings and goings faster and easier, we've enlarged the ticketing area upstairs, the baggage-claim area downstairs, and expanded the Red Carpet Club.

So if you've been making the trek to Burbank, Ontario, Orange County, or Long Beach just to avoid LAX, welcome to the friendly skies.

We've made LAX the most convenient airport in town ...again.

fly the friendly skies.

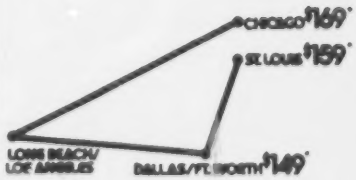
United

YULE LOVE JET AMERICA

'Tis the season to be comfortable – if you're flying Jet America, that is. Specially designed seating, gourmet meals and the friendliest cabin crew this side of the North Pole always make your flight a little holiday in the sky.

And these days, Jet America passengers have visions of convenient Long Beach Airport dancing in their heads. Because at LAX, not a vehicle is stirring – not even a cab.

Now Jet America will spirit you to St. Louis twice a day. Or, fly nonstop to Chicago or Dallas/Ft. Worth three times daily. Call your travel agent or Jet America, and discover how nice a little attention can be.



*One-way fare subject to change without notice
Restrictions apply

JET AMERICA

For reservations call your Travel Agent or Jet America
in Los Angeles (213) 636-7010, in Long Beach (213) 595-0858,
or in Orange County (714) 752-4933.

BEST AVAILABLE COPY

NOW SAVE EVEN MORE, FLY NORTHWEST ORIENT.

MPLS./ST. PAUL $166.50 FFP (BXE77Q) Each way on a round trip purchase.
• Daily wide cabin service.

MILWAUKEE $174.50 FFP (BXE77Q) Each way on a round trip purchase. For travel Tuesdays or Wednesdays only.
• Daily service.

CHICAGO $174.50 FFP (BXE77Q) Each way on a round trip purchase. For travel Tuesdays or Wednesdays only.
• Daily wide cabin service.

DETROIT $174.50 FFP (BXE77Q) Each way on a round trip purchase. For travel Tuesdays or Wednesdays only.
• Daily service.

14-day advance purchase necessary.
Fares are subject to change and other restrictions apply.

FFP This fare qualifies for credit in Northwest Orient's FREE FLIGHT PLAN — your fastest, easiest way to earn free travel worldwide. Call for details.

ANNOUNCING A GREAT DEAL FOR GOOD FRIENDS.

Now your friends and relatives living in the Midwest can save 10% on airfare if they visit you between January 9 and April 22, 1984.

Just fill in their name and mail them this money-saving coupon!

For more information and reservations, call your travel agent or Northwest Orient. In Los Angeles (213) 380-1511, all other areas: (800) 225-2525 (toll-free).

THIS COUPON SAVES (NAME)

10% when they fly Northwest Orient to California or Arizona.

Attention Northwest Orient Passenger: This coupon is valid for travel commencing between January 9 and April 22, 1984 in either direction.

Between one of these cities:		And one of these cities:	
Chicago	Rochester, Minn.	and cities in	North Dakota
Minneapolis/St. Paul	Madison	and Montana	
Grand Rapids	Milwaukee		
Detroit	Boston		

San Francisco	Phoenix
Los Angeles	Tucson
San Diego	

Simply present this coupon at any Northwest Orient ticket office or participating travel agency at the time of your ticket purchase, and you will receive an additional 10% discount off the airfare for which you qualify. Tickets must be purchased by April 22, 1984. Only one round trip ticket per person per coupon is allowed. The original coupon must be presented at time of purchase (no copies). Discounts apply to any published Northwest fare level except government travel, group, charter, military, contract bulk or VISIT USA fare types.

To Travel Agents: Attach this newspaper coupon (no copies) to the auditor's coupon to qualify your client for a 10% discount. Show the discounted base fare amount in the fare box and compute the 5% tax on that discounted base fare. Use ticket designator: NWRVSEMKT. Report sale at the net amount of the discounted fare through the area bank in normal manner. Fare details are published in Rule 8116 of the North American Passenger Tariff.

THE WORLD IS GOING OUR WAY.

BEST AVAILABLE COPY

The happiest faces flying:

Delta 767 crew members. Front, Flight Attendant Marguerite Williamson. Back, left to right, Captain Max H. Cochran, First Officer Ray McCleary, Flight Attendants Venus C. Banks-Hayes and Ila Mangum.

Delta is an airline run by more than 35,000 professionals. People who love what they do. It shows on the face of every Delta employee you meet. We call it The Spirit of Delta.

Best of all, Delta smiles are contagious—you'll catch them on your very next Delta flight.

You don't have to take our word for it. The C.A.B. tells us that last year we had fewer passenger complaints than any other major airline. And the year before that. And the year before that. All the way back to 1974.

This year, Travel/Holiday Magazine polled its readers to find out their airline preferences. Delta won first place across the board. First in courtesy of personnel. First in on-time performance. First in food service. First in baggage handling.

Next trip, let Delta put it all together for you. Check your professional Travel Agent or call Delta. DELTA

Put giving on a higher plane.
Delta Gift Certificates.

Delta travel—the perfect holiday gift! Our Gift Certificates are good for any fare, to any Delta city in the U.S. or abroad, or for Crown Room membership. Be sure to check Delta for the complete details.

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BRUHL & ASSOCIATES MARKETING RESEARCH CO., INC., 107 NORTHERN BLVD., GREAT NECK, NY 11021

AIR TRAVELERS' STUDY -- Job #20-1-84

Hello. I'm _____ from _____, an independent marketing research company. We're doing a survey among air travelers and would like to ask you a few questions about air travel. 1 5

A. First, do you or anyone in your household work for . . . (READ LIST)?

	YES	NO
AN AIRLINE	☐	☐
A TRAVEL AGENCY	☐	☐
AN ADVERTISING AGENCY OR MARKETING RESEARCH COMPANY	☐	☐

IF "YES" FOR ANY COMPANY ABOVE, LIST ON CONTACT SHEET & TERMINATE.

1. Altogether, about how many round trips did you make on commercial airlines in the past 12 months, not counting this trip? ____ 6

_____ROUND TRIPS ____ 7

IF LESS THAN 6 TRIPS, LIST ON CONTACT SHEET & TERMINATE.

2. Out of the _____(READ NUMBER AT Q.1) round trips, how many were strictly for business? . . . How many were strictly for pleasure? . . . How many were for both business and pleasure? ____ 8 ____ 9 ____10

_____STRICTLY BUSINESS ____11

_____STRICTLY PLEASURE ____12

_____BOTH BUSINESS & PLEASURE ____13

3. What proportion of your round trips during the past 12 months were to the same destination? Would that be (READ LIST) . . . 14

ALMOST ALL	☐1
MORE THAN HALF	☐2
ABOUT HALF	☐3
ABOUT ONE-THIRD	☐4
HARDLY ANY	☐5

4. When traveling on business, who generally decides on your flight arrangements? 15

RESPONDENT	☐1
SECRETARY	☐2
COMPANY TRAVEL OFFICE	☐3
OTHER: (specify) _____	
NO BUSINESS TRIPS	☐X

5a. Do you belong to any airline clubs such as CLIPPER CLUB, IONISPHERE CLUB, AMBASSADOR CLUB, ADMIRAL CLUB, etc. 16

YES → Q.5b NEXT	☐1
NO → Q.6 NEXT	☐2

5b. How many of these clubs do you belong to? _____ ____17

6. Are you a participant in any bonus programs that allow you to earn travel benefits for miles flown? 18

YES	☐1
NO	☐2

(1)

SHOW ADS _____

7a. If you had been looking through the newspaper and came across both of these ads before you had made your travel arrangements, which of these two airlines would you have chosen? 19 20 21

☐1
☐2
NEITHER ☐3

7b. Why is that?

_____ 22
_____ 23
_____ 24
_____ 25
X 26

8a. If you had come across these ads in the paper before you decided to go on your trip, which of these ads would you have looked at? 27

ONLY ☐1
ONLY ☐2
BOTH ☐3
NEITHER ☐4

8b. (ASK IF AD NOT CHECKED AT Q.8a) Why would you not have looked at this ad? 28

_____ 29
_____ 30
_____ 31
_____ X 32

8c. (ASK IF AD NOT CHECKED AT Q.8a) Why would you not have looked at this ad? 33

_____ 34
_____ 35
_____ 36
_____ X 37

9. (SHOW AD _____) What is there about this ad, if anything, that you like? 38

_____ 39
_____ 40
_____ 41
_____ X 42
_____

10. (SHOW AD _____) What is there about this ad, if anything, that you like? 43

_____ 44
_____ 45
_____ 46
_____ X 47
_____

(1)

11. (SHOW AD _____) What is there about this ad, if anything, that you dislike? ____48

_____ ____49

_____ ____50

_____ ____51

_____ X 52

_____

12. (SHOW AD _____) What is there about this ad, if anything, that you dislike? ____53

_____ ____54

_____ ____55

_____ ____56

_____ X 57

_____

13. (SHOW AD _____) As you see it, what is the main idea that this ad is communicating? ____58

_____ ____59

_____ ____60

_____ ____61

_____ X 62

_____

14. How interesting is this idea to you personally? (IS IT . . . (READ LIST)?

VERY INTERESTING ☐1 63
SOMEWHAT INTERESTING ☐2
NOT TOO INTERESTING ☐3
NOT AT ALL INTERESTING ☐4

15. (SHOW AD _____) As you see it, what is the main idea that this ad is communicating? ____64

_____ ____65

_____ ____66

_____ ____67

_____ X 68

_____

16. How interesting is this idea to you personally? Is it . . . . (READ LIST)?

VERY INTERESTING ☐1 69
SOMEWHAT INTERESTING ☐2
NOT TOO INTERESTING ☐3
NOT AT ALL INTERESTING ☐4

17. If all the airlines were going to your destination at the same time, and for the same price, which airline would you prefer to fly? ____70

_____ ____71

____72

18. During the past five weekdays, that is Monday through Friday, how many days did you read or look at a daily newspaper?

NONE ☐ 0 ONE ☐1 TWO ☐2 THREE ☐3 FOUR ☐4 FIVE ☐5 ____73

2 5

19a. How useful would you say the ads in the newspapers are in helping you find out information about airline schedules? Are they . . . (READ LIST)? 6

VERY USEFUL	☐1
SOMEWHAT USEFUL	☐2
NOT TOO USEFUL	☐3
NOT AT ALL USEFUL	☐4

19b. How useful would you say the ads in the newspapers are in helping you find out information about airline prices? Are they . . . (READ LIST)? 7

VERY USEFUL	☐1
SOMEWHAT USEFUL	☐2
NOT TOO USEFUL	☐3
NOT AT ALL USEFUL	☐4

19c. How useful would you say the ads in the newspapers are in helping you find out information concerning the quality of service and other flight conveniences? Are they . . . (READ LIST)? 8

VERY USEFUL	☐1
SOMEWHAT USEFUL	☐2
NOT TOO USEFUL	☐3
NOT AT ALL USEFUL	☐4

CLASSIFICATION DATA

Finally, I would like to ask you a few questions for classification purposes.

CL.1. Into which of the following age groups do you fall? 9

18 - 24	☐1
25 - 29	☐2
30 - 34	☐3
35 - 39	☐4
40 - 44	☐5
45 - 49	☐6
50 - 54	☐7
55 - 64	☐8
65 & OVER	☐9

CL.2. What was the last grade of school you completed? 10

8TH GRADE OR LESS	☐1
9TH - 11TH GRADES	☐2
12TH (HIGH SCHOOL GRADUATE)	☐3
1 - 3 YRS OF COLLEGE (SOME COLLEGE)	☐4
COLLEGE GRADUATE (4 YRS.)	☐5
BEYOND COLLEGE	☐6

CL.3a. Are you currently employed or working full or part-time outside your home? 11

ASK CL.3b NEXT	FULL-TIME EMPLOYED	☐1
	PART-TIME EMPLOYED	☐2
GO TO CL.4	NOT EMPLOYED	☐3

CL.3b. Which of the following categories best describes the type of work you do? (READ LIST) 12

PROFESSIONAL/MANAGER	☐1
CLERICAL/SALES	☐2
CRAFTSMAN/FOREMAN	☐3
OTHER	☐4

(2)

CL.4. I need a rough idea of your total households income for 1983 including Social Security benefits and pensions. Would it be under or over $25,000 a year?

13

UNDER $25,000 ☐ Would that be
- UNDER $15,000 ☐1
- $15,000 or OVER ☐2

$25,000 or OVER ☐ Would that be
- UNDER $35,000 ☐3
- $35,000 - $49,999 ☐4
- $50,000 or OVER ☐5

RESPONDENT IS: MALE ☐1 FEMALE ☐2 ____14

NAME: (PRINT) _____ PHONE: ( )_____ ____15

MAILING ADDRESS: _____ ____16

CITY: _____ STATE:_____ ZIP:_____

INTERVIEWER:_____ DATE:_____ ____17

INTERVIEWER: WRITE IN AIRLINE/TERMINAL: _____ ____18

_____ ____19

20

CHECK AIRPORT:
- JFK/NEW YORK ☐1
- CHICAGO ☐2
- LOS ANGELES ☐3

____21

____22

____23